



## UNITED STATES PATENT AND TRADEMARK OFFICE

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**\*BIBDATASHEET\***

CONFIRMATION NO. 7011

Bib Data Sheet

SERIAL NUMBER	FILING DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
09/586,387	06/02/2000	705	3621	A-69258/RMA
RULE				

## APPLICANTS

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## \*\* CONTINUING DATA \*\*\*\*\*

This appln claims benefit of 60/173,689 12/29/1999 *QAL*  
*PCT / US00 / 35405*

## \*\* FOREIGN APPLICATIONS \*\*\*\*\*

## IF REQUIRED, FOREIGN FILING LICENSE GRANTED

\*\* 07/28/2000

## \*\* SMALL ENTITY \*\*

Foreign Priority claimed ☐ yes ☒ no  
35 USC 119 (a-d) conditions met ☐ yes ☒ no ☐ Met after Allowance  
Verified and Acknowledged *[Signature]* Examiner's Signature Initials

STATE OR	SHEETS	TOTAL	INDEPENDENT
COUNTRY	DRAWING	CLAIMS	CLAIMS
CA	2	<i>83</i> 80	3

## ADDRESS

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## TITLE

Method, algorithm, and computer program for optimizing the performance of messages including advertisements in an interactive measurable medium

FILING FEE FEES: Authority has been given in Paper  
No. \_\_\_\_\_ to charge/credit DEPOSIT ACCOUNT  
RECEIVED No. \_\_\_\_\_ for following:  
912

- ☐ All Fees  
☐ 1.16 Fees ( Filing )  
☐ 1.17 Fees ( Processing Ext. of time )  
☐ 1.18 Fees ( Issue )  
☐ Other \_\_\_\_\_  
☐ Credit